

The Machine Read This Race

SDUHSD Trustee Area 3 — an independent strategic read by RMNNT PAC Strategic Intelligence.
Not authorized by any candidate.

THE RACE SDUHSD AREA 3	ELECTION NOV 3, 2026	VOTE UNIVERSE ~15,400	SWING TO WIN ~1,216	2022 MARGIN 2,430	PROGRAM RANGE \$11-\$30K
In a proud, moderate, parent-first district, Summer Boger wins by being the serious, transparent, independent voice for Area 3 students — against an opponent who has run before, and lost.					

01 INTELLIGENCE — THE SEAT & THE MATH

One of five trustee areas; boundaries redrawn 2022, so **2026 is only the second election on these lines**. Area 3: 37,831 population, 26,931 citizen voting age. Vote universe ~15,400 = ballots cast in 2022 — the turnout planning base.

2022 AREA 3 RESULT	VOTES	SHARE
Jane Lea Smith	8,934	57.87%
Sheila King	5,621	36.41%
Daniel Hale	883	5.72%
Total · margin over field: 2,430	15,438	100%

A net swing of ~1,216 votes (half the margin +1) erases 2022 at comparable turnout.

The opening. Incumbent re-election status **unconfirmed** — a competitive, likely-open lane, not "unseat a popular incumbent." Status monitored via the filing officer.

THE ELECTORATE — CENTER-LEFT, NOT IDEOLOGICAL

COMMUNITY	DEM	REP	NPP	REG.
Del Mar	42.8%	26.8%	22.9%	3,234
Solana Beach	42.4%	26.7%	23.4%	9,500
SD County	40.5%	27.4%	24.2%	2.03M

Two largest communities only — Area 3 spans more precincts; rows don't sum to the universe.

Winning coalition: **moderate Dems + NPP + accountability-minded parents** — held by tone and competence. District's own LCAP: strong academics, but 11.2% chronic absenteeism (gr. 7–8) and connectedness at 61–70% vs. 75% target — validating **pro-excellence and reform-minded** at once.

DECISIVE BLOCS & THE OPPONENT

- Current/recent-parent households — proud, want oversight and clearer communication.
 - Moderate Dem + NPP homeowners — high-propensity, reward competence.
 - Academically intensive family networks — rigor, transparency, belonging.
- Helen Doyle (anticipated).** Ran for the Del Mar elementary board in 2024 and **lost**; establishment-foundation profile; thin footprint (no tracked endorsements, skipped the standard survey). Her 2024 themes overlap the transparency lane — Summer must **own it and out-specific it**, not cede it.

02 CREATIVE — THE MESSAGE

"Keep San Dieguito excellent — with transparent leadership, student support, parent trust, and independent oversight."

SEGMENT	SAMPLE LINE
Parents	"Our schools are strong. Families still deserve clearer answers and no-surprises leadership."
Mod. Dem / NPP	"We can raise trust without raising the temperature."
Homeowners	"Transparent budgets and accountable oversight."
Teachers / staff	"A board that backs staff and keeps focus on students."

Rule: every critique paired with a pro-student, pro-excellence solution — never anti-school or nationalized.

03 STRIKE — DIGITAL-FIRST, ENGINE-LED

Highest priority — digital, engine-delivered: daily platform content · targeted digital (voter-file audiences) · P2P text · retargeting. **Then:** doorhangers (wholesale-direct, preferred) · neighborhood placements. **Lowest priority — direct mail:** one chase drop max. Ground game is the campaign's own lane — this program is independent, digital-first. Split: Meta 45 · YouTube 20 · text 15 · Nextdoor 10 · creative testing 10.

PROGRAM	ALL-IN	FUNDS
Lean	~\$11K	Content 2x/week — full digital program: targeting, analytics, reporting
Standard ★	~\$22.5K	Content 3–4 days/week + more platforms, paid distribution, deeper segments
Competitive	~\$30K max	Content 5–7 days/week — the June-proven cadence — + dedicated paid budget for the final chase

Add-ons (TBD, per program needs): P2P texting · email · doorhangers · targeted mail (lowest) — wholesale-direct. June proof: the D5 independent program won its primary on digital alone. Pace: presence by Labor Day · peak at **Oct 5 ballot drop** · chase to Nov 3.

04 ORCHESTRATOR — THE WEEKLY LOOP

One dashboard, three questions: **Are we becoming known? Persuading the right people? Converting ballots early enough?** Tracked weekly across reach, frequency, engagement, sentiment, and ballot returns. Low-yield channels cut, high-yield fed — the plan compounds.

05 COMPLIANCE — NEVER LOSE A DAY

IE discipline: Form 496 24-hr reports in the 90-day window · Form 460 periodic · strict non-coordination — zero candidate contact · disclosure on every asset. Calendar: ballots mail Oct 5 · reg. Oct 19 · all vote centers Oct 31 · Election Day Nov 3. Two hard rules: no dollar raised before Form 501 + treasurer are in place; no casual voter-data handling. **Top risks:** misframing as anti-district (highest probability) · eligibility/boundary error (highest severity) · program funded after ballots drop.

AUDIENCE TIER A Coastal high-propensity: validator-heavy digital, premium neighborhood presence.	AUDIENCE TIER B Parent-dense precincts (GIS-confirmed): school-community content, issue texts.	AUDIENCE TIER C Lower-contact precincts: efficiency digital + October ballot chase.
---	---	--

How the machine sizes every race the slate funds — before a dollar is deployed.